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[« Back to Press Releases](#)

New York Press Releases

American Diabetes Association Switches from Print to Catalogs.com's Dynalog

Patent-pending digital catalog platform, Dynalog from Catalogs.com, helps American Diabetes Association create beautiful, interactive, online catalogs that are optimized for the PC, tablet and smartphone.

PR Newswire

FORT LAUDERDALE, Fla., March 25, 2014

FORT LAUDERDALE, Fla., March 25, 2014 /PRNewswire/ -- In addition to more than 150 major retailers that have already made the switch from print or static PDF catalogs to the cost-effective, dynamic, responsive design platform of [Dynalog](http://www.catalogs.com/dynalog) [<http://www.catalogs.com/dynalog>], the American Diabetes Association is now using Dynalog as the online catalog platform for the organization's e-commerce portal, ShopDiabetes.org.

Photo - <http://photos.prnewswire.com/prnh/20140325/NY89233>

Due to American Diabetes Association's commitment to being a good steward of donor funds and the exorbitant costs associated with printing traditional catalogs, the American Diabetes Association leadership was looking for a better and less costly way to add excitement and engagement to its shopping portal.

"Dynalog helped us at a crucial time when we had no catalog or catalog resources. We are determined to put every dollar we can towards furthering diabetes research, advocacy, education and awareness, so producing and sending a paper catalog was no longer feasible for us. Using the Dynalog platform, we were able to pull together several mini-catalogs to showcase the variety of products offered on ShopDiabetes.org. The Dynalog platform is easy to use, flexible and intuitive," states Jill Ammon, Director of Digital Marketing and E-commerce for American Diabetes Association. She added, "The American Diabetes Association's e-commerce website, ShopDiabetes.org, is an important part of the non-profit organization's fundraising efforts."

Richard Linevsky, Catalogs.com President agrees, "Nonprofit organizations can be competitive in the retail arena by leveraging Dynalog technology to increase shopper engagement and sales conversion with the interactive, user-friendly and visually stimulating discovery shopping format." Linevsky points out that the Dynalog offers marketing, sales, and cost benefits for all online retailers, while maximizing a fun and engaging experience for the shopper.

"Using the Dynalog digital catalog platform has allowed us to create multiple online catalogs for showcasing different categories of products, and for holidays and promotions," continues Ammon.

The ability for ShopDiabetes.org to produce multiple live-feed catalogs is one of many advantages Dynalog offers that traditional catalogs do not. Online retailers and e-commerce entities pay a small monthly fee to license the Dynalog digital catalog platform and create and publish from one digital catalog to multiple catalogs showcasing different categories of products, holiday-themed products, or sale products. Products, descriptions, and pricing can also be changed in real time, with little effort and without the cost of having to design and print a new catalog to accommodate these changes. Dynalog digital catalogs can be viewed on desktops, laptops, tablets and smartphones with responsive design and no need for downloading an app.

About Dynalog

Patent-pending Dynalog, coined from the words "dynamic" and "catalog," is the newest generation of digital catalog technology from shopping authority

Catalogs.com. Dynalog revolutionizes catalog creation and consumer interaction. Dynalog dynamic catalogs fit any product line, are fully customizable, and can be built quickly in multiple versions for specific campaigns, promotions or holidays.

Partial client list: National Geographic Store, bebe, Sharper Image, Jos. A. Bank, Solutions, TJ Formal, Tori Richard, American Diabetes Association, Relax The Back, Bowflex, Plow & Hearth, Madison Los Angeles, and Leonisa Lingerie.

Visit <http://www.catalogs.com/dynalog/>

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